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# MAD

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NO. 248  
JULY 1984

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# MAD

"The first thing a guy notices about a girl... depends on which way she's going!" —Alfred E. Neuman

**WILLIAM M. GAINES** publisher **ALBERT B. FELDSTEIN** editor

**LEONARD BRENNER** art director **TOM NOZKOWSKI** production

**NICK MEGLIN** senior editor **JOHN FICARRA** associate editor

**GLORIA ORLANDO, CELIA MORELLI, VIV GOLD**, subscriptions

**JACK ALBERT** lawsuits **ANNE GRIFFITHS** logistics

**CONTRIBUTING ARTISTS AND WRITERS**  
the usual gang of idiots

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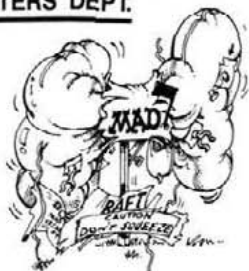
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**"MENTL"**  
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## LETTERS DEPT.



### "FLASHDANCE"

Whoever wrote "Flashdance" must be a maniac... maniac. I know!

Paul and Jeff Hemmes  
Elkhart, IN

"Flashdance"... What a feeling!! Sort of like nausea, only worse!

Cynthia Curtis  
New York, NY

### SECRET CODE

Rumor has it that there is a secret MAD message encoded somewhere on the pages of your new Special, "The Worst From MAD" (On sale June 14.) Is this true?

Samuel F.B. Morse  
Poughkeepsie, NY

Ridiculous!—Ed.

### WARNING SIGNS

The writer of your "MAD's Early Warning Signs" should be nuked!

David Frankle  
Lorain, OH

Why wasn't there an "Early Warning Sign" to let us know that bomb article was on its way?!

Debbie Johnson  
Abilene, TX



### FAST FOOLS RESTAURANT

Your "How Many Mistakes Can You Find In This Picture Of A Fast Food Restaurant" was "McGreat"!!

Y. Noodle  
Ridgefield Park, NJ

The hot slogan in fast foods these days is "Where's the beef?!" In your Fast Food article the question is "Where's the laughs?!"

Jamie Kane  
Staten Island, NY

## ONLY 13 LEFT!

Yep, there are only 13 lines left to this column... just enough to pitch our full-color portraits of Alfred E. Neuman, MAD's "What-Me-Worry?" kid... suitable for framing or wrapping fish or training puppies or whatever. But you'd better hurry up and order... before there are none left. Mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 Madison Avenue, N.Y., N.Y. 10022 Oops! Sorry! There are none left now! Lines, that is! Pictures, we got plenty! Hoo-boy, plenty!!



## ROAD SCHOLAR

It looks like Alfred E. Neuman is alive, well and fishing for cars on Route 130 South, in front of Tom's Diner in Burlington County, New Jersey.

Bill Weinberg  
Bronx, NY



The MAD-In-Form Man: You Never Know Where He'll Turn Up!!

### FLOOT, THWAK, PTANG

Don Martin makes me drop my pants!

Sara Fowler  
New York, NY

How come Don Martin never used the sound effect "Flood"?

David Greenwood  
A.P.O.  
San Francisco, CA

He did! But we censored him, for obvious reasons—Ed.

### BORED GAME

We thought you might be interested in a new variation of an old word game which we call "Don Martin Scrabble." This could be the biggest thing since "43 Man Squamish".

Steve and Susan Goodrich  
Salt Lake City, UT



One Exceptionally Fine Day On A Scrabble Game Board

## C.R.E.E.P.

After Robin Williams interviewed the "Crisis Relocation Emergency Evacuation Planner Of The Year", he should change his slogan to "Nanuke, Nanuke!"

Susan Kossler Chamblee  
Tampa, FL

If you guys really wanted to interview the "CREEP Of The Year" you should have interviewed Michael Jackson. So what if the guy sold a zillion records! Between the sequined glove, the dark glasses, the white socks and the girlish voice, the guy really gives me the CREEPS!

Nicholas J. Mifsud  
Drexel Hill, PA

### BOY ALFRED

When are you guys gonna do a Boy George/Alfred E. Neuman cover?

Sue Adamo  
Secaucus, NJ

*Hopefully never! But since you're so hot to see it, take a look at the recent cover of the British edition of MAD—Ed.*



Boy Alfred — Yecchi

### CHECKING IN

As I was writing out the check to renew my subscription I realized that for years I have appreciated your ethical and considerate notice of expiration, to wit—you do not supply my name to anyone else nor do you inundate me with renewal notices. Thank you for your continued sense of taste and good breeding.

I realize further that this letter is not funny. Neither is your magazine.

Robert A. Nichini  
Elizaville, NY

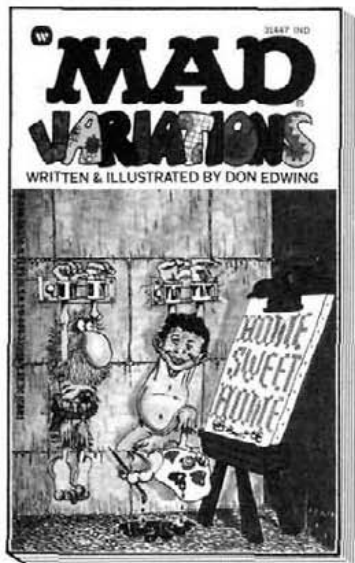
Your letter may not be funny, but your check is! We're laughing all the way to the bank!—Ed.

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☐ **STAMP OUT MADE**

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- ☐ The Rip-Off MAD
- ☐ The Token MAD
- ☐ The Pocket MAD
- ☐ The Invisible MAD
- ☐ Dr. Jekyll & Mr. MAD
- ☐ Steaming MAD
- ☐ MAD at You
- ☐ The Vintage MAD
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- ☐ The Medicine MAD
- ☐ A MAD Scramble
- ☐ Swinging MAD
- ☐ MAD Overboard
- ☐ MAD Clowns Around
- ☐ The MAD Treasure Chest
- ☐ MAD Sucks
- ☐ SuperMAD
- ☐ Abominable Snow MAD
- ☐ MAD About The Buoy
- ☐ MAD for Kicks
- ☐ The Uncensored MAD
- ☐ Pumping MAD
- ☐ Horses Around
- ☐ The Eggs-Rated MAD
- ☐ A MAD Carnival
- ☐ Explosive MAD

- ☐ MAD Barfs
- ☐ Eternally MAD
- ☐ MAD About Town
- ☐ Big MAD On Campus
- ☐ The Endangered MAD
- ☐ DON MARTIN Steps Out
- ☐ DON MARTIN Bounces Back
- ☐ DON MARTIN Drops 13 Stories
- ☐ DON MARTIN's Captain Klutz
- ☐ DON MARTIN Cooks
- ☐ DON MARTIN Comes on Strong
- ☐ DON MARTIN Carries On
- ☐ DON MARTIN Steps Further Out
- ☐ DON MARTIN Forges Ahead
- ☐ DON MARTIN Digs Deeper
- ☐ DON MARTIN Grinds Ahead
- ☐ DON MARTIN Captain Klutz II
- ☐ DAVE BERG Looks at the U.S.A.
- ☐ DAVE BERG Looks at People
- ☐ DAVE BERG Looks at Things
- ☐ DAVE BERG Modern Thinking
- ☐ DAVE BERG Our Sick World
- ☐ DAVE BERG Looks at Living
- ☐ DAVE BERG Looks Around
- ☐ DAVE BERG Loving Look
- ☐ DAVE BERG Looks, Listens & Laughs
- ☐ DAVE BERG Looks at You
- ☐ DAVE BERG Looks at the Neighborhood
- ☐ The All-New SPY vs. SPY
- ☐ SPY vs. SPY Follow Up File
- ☐ 3rd MAD Dossier of SPY vs. SPY

- ☐ 4th MAD Classified SPY vs. SPY
- ☐ 5th MAD Report on SPY vs. SPY
- ☐ 6th Case Book on SPY vs. SPY
- ☐ A MAD Look at Old Movies
- ☐ Return of MAD Old Movies
- ☐ MAD-vertising
- ☐ A MAD Look at TV
- ☐ A MAD Guide to Leisure Time
- ☐ A MAD Guide to Self-Improvement
- ☐ A MAD Guide to Fraud & Deception
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- ☐ AL JAFFEE's MAD Book of Magic
- ☐ More AL JAFFEE's Snappy Answers
- ☐ ARAGONES' Monstrosities
- ☐ Still More AL JAFFEE's Snappy Answers
- ☐ AL JAFFEE MAD Inventions
- ☐ Lord! Another JAFFEE Snappy Answers
- ☐ AL JAFFEE Freaks Out
- ☐ ARAGONES "Viva MAD"
- ☐ ARAGONES MAD about MAD
- ☐ ARAGONES MAD-ly Yours
- ☐ ARAGONES In MAD We Trust
- ☐ ARAGONES MAD as the Devil
- ☐ ARAGONES Incurably MAD
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- ☐ ARAGONES MAD Marginals
- ☐ ARAGONES MAD As a Hatter
- ☐ ARAGONES MAD Menagerie
- ☐ MAD for Better or Verse
- ☐ Sing Along With MAD

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- ☐ MAD Talking Stamps
- ☐ The MAD Jumble Book
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- ☐ MAD Word Power
- ☐ Politically MAD
- ☐ MAD Look at the Future
- ☐ MAD Book of Mysteries
- ☐ MAD Tell It Like It Is Book
- ☐ MAD Cradle to Grave Primer
- ☐ MAD Make Out Book
- ☐ MAD Clobbers the Classics
- ☐ MAD Book of Revenge
- ☐ MAD Guide to Careers
- ☐ MAD Survival Handbook
- ☐ MAD's Fast Living
- ☐ History Gone MAD
- ☐ The MAD Worry Book
- ☐ MAD Weirdo Watchers Guide
- ☐ MAD Stew
- ☐ The Sound of MAD
- ☐ EDWING Bizarre Bazaar
- ☐ EDWING Book of Almost Superheroes
- ☐ Clod's Letters to MAD
- ☐ PORGES How Not To Do It
- ☐ PORGES Cheap Shots
- ☐ Coker MAD Pet Book

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# SNORT SUBJECT DEPT.

Some time ago, a promising young film star rose to new heights portraying a brilliant Italian-American college graduate who takes over a huge criminal empire. Now, more than ten years later, this same film star sinks to new lows portraying a sick, amoral Cuban junkie who takes over another huge criminal empire. In real life, this would be called "degeneracy." In Hollywood, this is called "progress." Anyway, here's our version of—

# SCAR

This Miami iss a terrible place! Jus' look at what our countrymen are doing to each other here!

Iss much worse OUTSIDE the camp! I saw twenty-two AMERICANS killing each other! Ugg! What blood an' violence...!

Oh? What was happening...?

The Dolphins were playing the Steelers!

All right, children! Time for your lesson! Now... who wants to conjugate the MOST IMPORTANT VERB in this movie? Miguel??

I frigg... You frigg... He friggs... She friggs... We frigg... They frigg...

Well, we may not half much here in thees camp, but at leas' our keeds are getting a decent American education!



ARTIST: JACK DAVIS

How'd you guys like to work for Rank Lopizz, the big junk dealer? But you gotta be really tough!!

We're really tough, Man! We killed a lot of friggin' people!

Yeah? How many...?

Today alone... twenty-seven!!

ARRRRRRGH!!

Make that twenty-eight!!



We're supposed to make a cocaine pickup in one of thees apartments, but I ain't chure which one...!!

Coke iss it... the mos' refreshing sniff in town...!!

Thiss muss be the plase!

What makes you say so?

Truss me! I got a NOSE for this sorta thing!





# RED FACE



Listen, I got beeg dreams, Beebie! Some day, all of thiss weel be YOURS!!

THISS...?!? Feefly dirty tents... an' ninety tons of street crap?!?

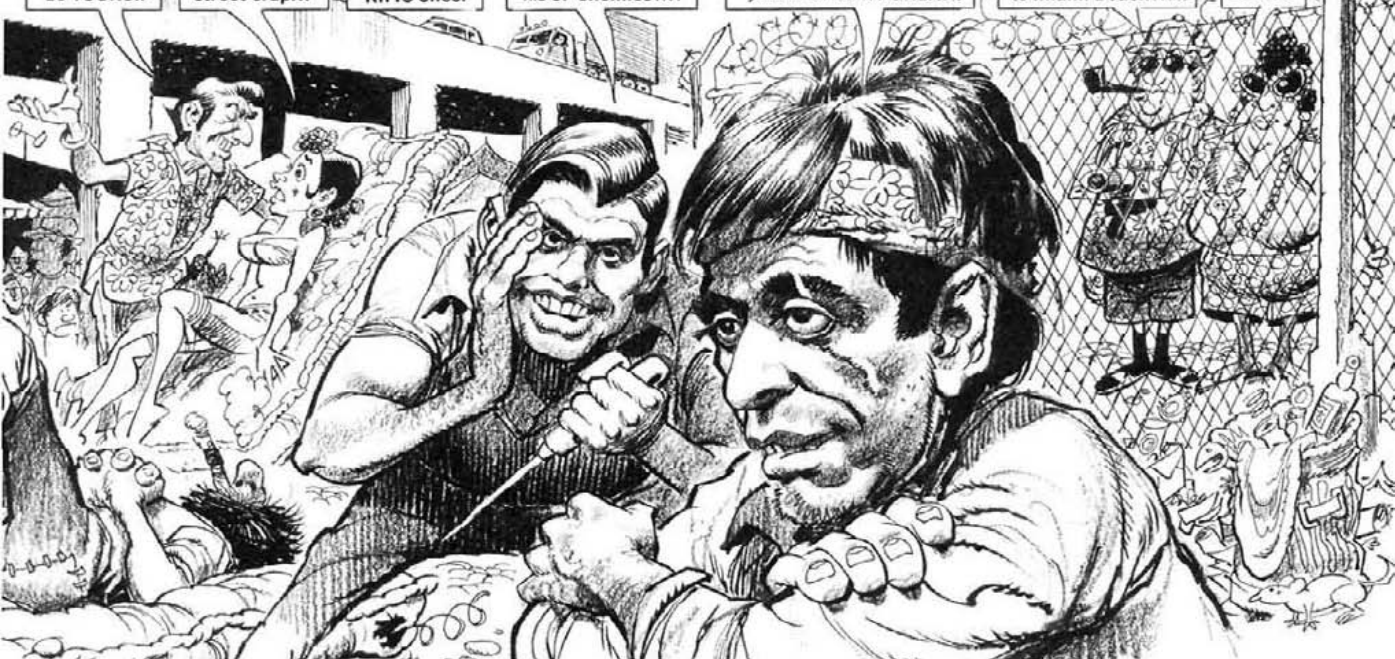
I said I had BEEG dreams, Beebie...!! I never said I had TER-RIFIC ones!

Iss all set, Toadie! Rank Lopizz says he weel spring us from here! All we gotta do iss ICE one of his ol' enemies...!

Man, in Cuba, they locked us UP for killing somebody! Here, they're gonna let us OUT for killing somebody! I tol' you America iss GREAT!!

They say that Fidel Castro emptied his Cuban jails of the worst criminals and shipped them here to Miami Beach...!!

There goes the neighborhood!!



WRITER: LARRY SIEGEL

Hey, Man! We're here to deliver the money for the coke pickup!

Juss a minute, Man! We ain't finished with the delivery boys ahead of you!!

Hoo-hah! I guess thiss means they don't tip!!



Remember the good old days... when kids used to eat CAKE at birthday parties, instead of sniffing coke?!

Well... at least they still hire CLOWNS!!



You done a good job for me, Toadie! You steek with Rank Lopizz, an' you gonna make it beeg!

Oh, thiss iss my gringo girl friend, Elvurus...

Charmed, I'm Chure!

Go suck an egg, you friggin' greaseball!!!

Hey, Toadie, I theenk maybe she **LIKES** you! Weeth ME, she's a leetle cold!

Hey, Bebbie! How 'bout a ride in my classy new car?

In **THAT** monstrosity!! With those **OBSCENE** seat covers! I happen to **LOVE** animals, and I wouldn't sit on **LEOPARD** skin for all the gold in Ft. Knox!!

Thiss ain't **LEOPARD** skin, Bebbie! Thiss iss **HUMAN** skin! The spots all over it are **BULLET HOLES**!!

Well, in that case—maybe a short spin!!



Great news, Meanie!! Elvurus an' me iss gettin' married! I asked her to name the day, and she did!

Man, thass terrific!! When iss it gonna be??

I'll let you know as soon as I check out when **HELL** iss gonna **FREEZE OVER**!



Mama, iss your son, Toadie! I became a beeg shot here in America, an' I got plenny of **BUCKS** for you! Here...

I don' wan your feelthy money! I can imagine how you got it, you dirty bum!

Mama, all I do is **ring** doorbells an' deliver packs of **POWDER**!!

Oh...?! You're an **AVON MAN**! Why didn't you SAY so?!



Iss good to see my sister, Genie, again! To me, you are a pure angel! An' that iss why I don' wan you to let men do all those sick, disgusting theengs to you!

**WHAT** sick, disgusting theengs, Toadie??

The sick, disgusting theengs I'm doing to you right now!!



Toadie iss after my girl, an' he iss trying to take over my business! Iss time to pull the plug on him!

How do you wan us to take care of him, Boss??

Gun the dirty @#%& down!!

But remember...there are **INNOCENT PEOPLE** around! So make sure **THEY** get it, too!







Hey, Waiter! Those two guests just filled you full of lead! How come you don't die?!

Sorry...it's not my table!

RAFA TAT TAT

BLAM

BLAM



I took friggin' care of your friggin' hoods, an' now I'm gonna wipe YOU off the friggin' face of the friggin' Earth, too!

Wow! You realize they used the word "frig" in this move as a noun, a verb, a preposition, an adjective ... forty ways in all! There's no other way to say it!

Frigg you, fink...!!

Frigg YOU, Rank...!!

Hey, Man, that's fanfriggingtastic!

Make that FORTY-ONE!

BAM BAM



POW POW

POW



Well, Bebeee... how you like bein' married to the mos' important dope dealer in Miami, with six billion dollars an' ninety-two mansions?!

Greaseball...!!? I take eight bubble baths a day!!

Is that what you call them? You're supposed to use SOAP in the water, not COCAINE!

You're still a greaseball, Toadie!

You take YOUR bubble baths, an' I'll take MINE!!



Hey, Boss... I juss found out that your bes' friend, Meanie, iss livin' with your Sister!

What!?! Yecch! Ptu! That makes me feel dirty all over! I'll grab another bubble bath, an' then I'll fly over an' see them!

They're livin' right here in town, Boss! You don't need to take no PLANE!!

Hey, Man... I said I'd FLY over! I didn't say nuthin' about no PLANE!



Wait, Toadie! Before you say or do anything crazy, please listen to me! Meanie and I are MARRIED!

Married!?! You're a sweet, decent girl! You CAN'T marry him! Don't you know that your marriage wass already arranged... to a decent, wonderful, old-fashioned boy...!!

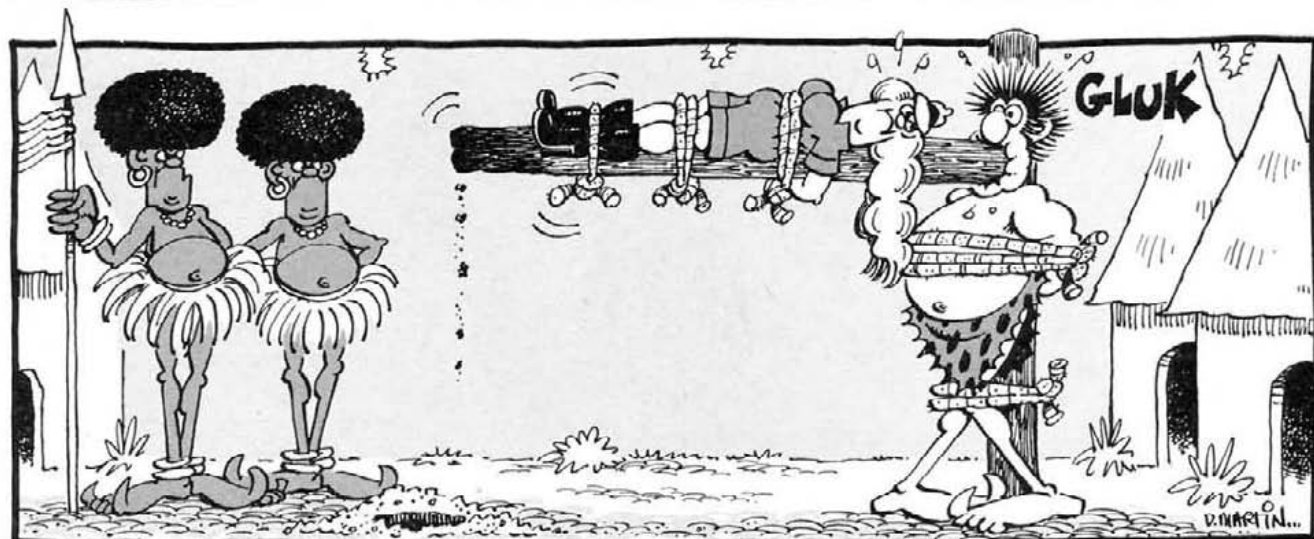
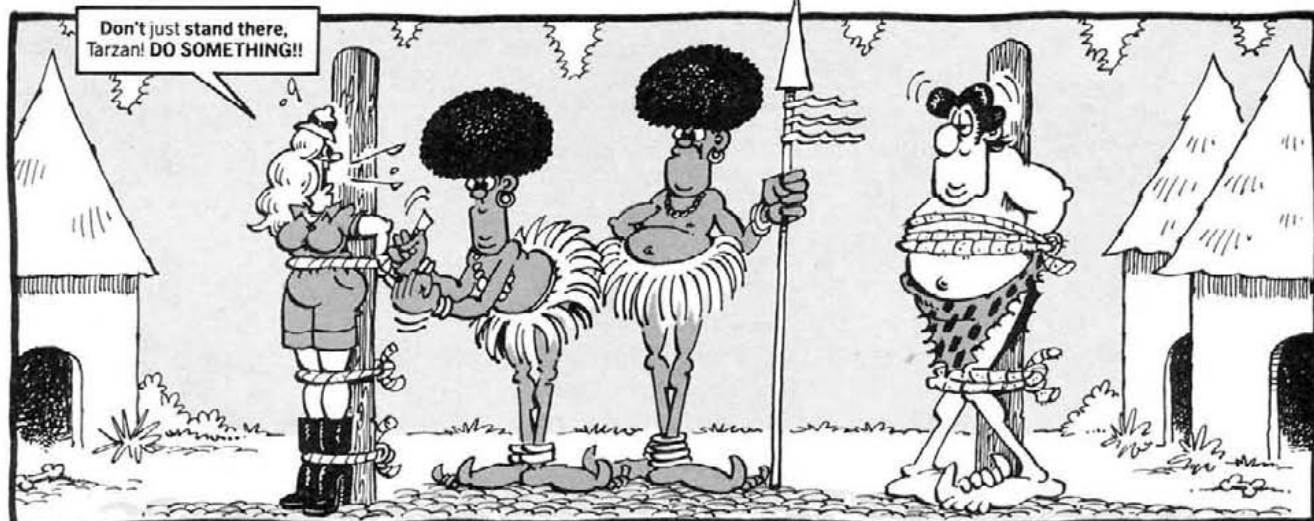
Who...???

ME...!!!



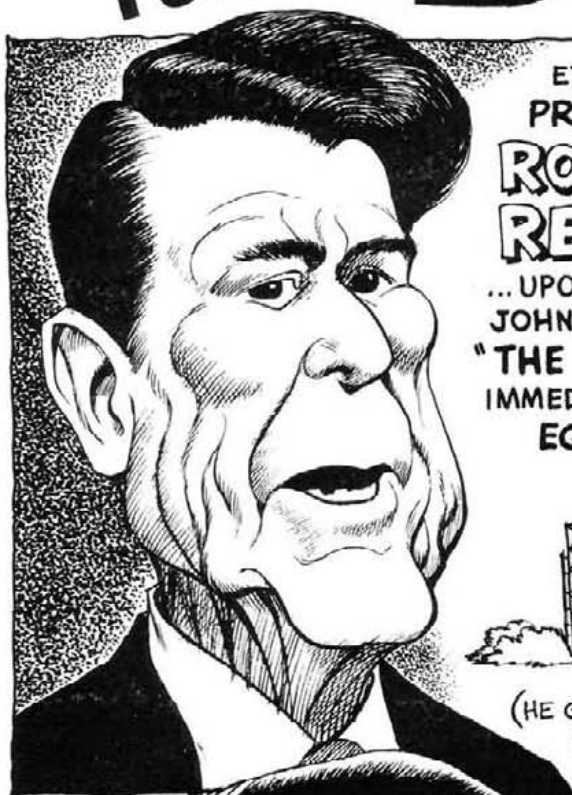


# EARLY ONE MORNING IN AN AFRICAN JUNGLE



ARTIST: BOB CLARKE

WRITER: DON EDWING



EX-ACTOR  
PRESIDENT  
**RONALD  
REAGAN**

...UPON LEARNING OF  
JOHN GLENN'S PLUG IN  
"THE RIGHT STUFF"  
IMMEDIATELY DEMANDED  
EQUAL TIME!



(HE GOES INTO ORBIT ON  
NOVEMBER 1ST)

The Book of Revelations  
TELLS US THAT

**SATAN'S  
NUMBER**

IS

**6 6 6**

RONALD: SIX LETTERS

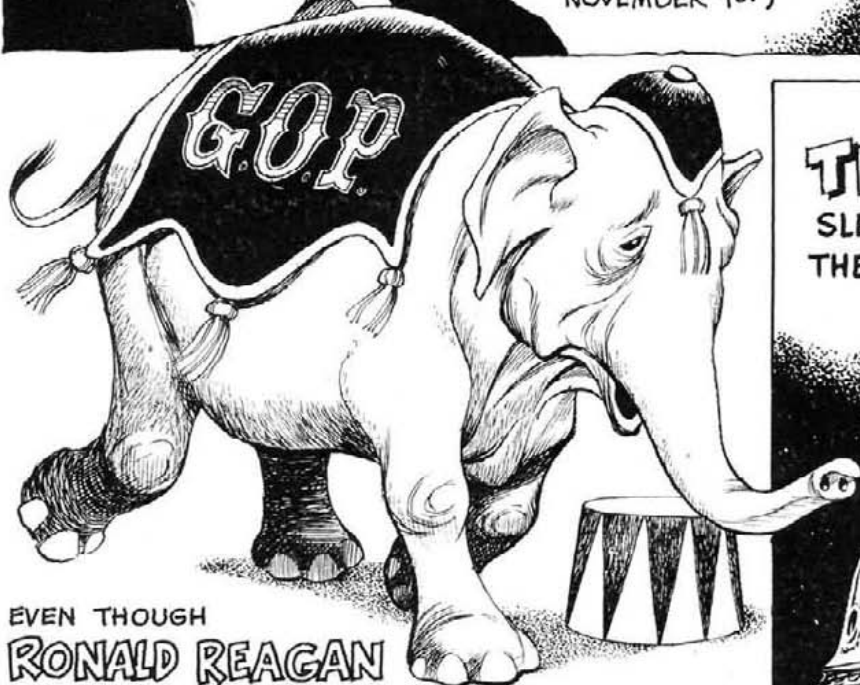
WILSON: SIX LETTERS

REAGAN: SIX LETTERS

IT IS WRITTEN:

**"He Shall Destroy  
the Earth"**

submitted by:  
THE DEMOCRATIC NATIONAL COMMITTEE



EVEN THOUGH  
**RONALD REAGAN**  
IS OVER **70**, HE INSISTS THAT THE REPUBLICAN  
PARTY'S NICKNAME, THE **G.O.P.**, DOES **NOT**  
STAND FOR "GREAT OLD PRESIDENTS"

HOUSE SPEAKER  
**TIP O'NEILL**

SLEEPS ON THE DOME OF  
THE U.S. CAPITOL BUILDING!



THEY USE HIS NOSE TO WARN  
OFF LOW-FLYING AIRCRAFT!



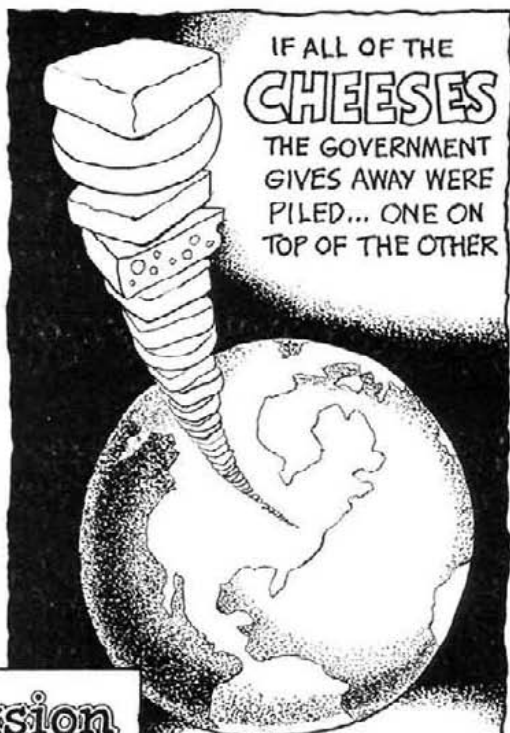
# or Nuts!

VICE PRESIDENT

## BUSH

ONCE GREW A BEARD  
SO NOBODY WOULD  
RECOGNIZE HIM  
...AND NOBODY DID!

HOWEVER, WHEN HE SHAVED  
IT OFF... NOBODY DID EITHER!



IF ALL OF THE  
**CHEESES**  
THE GOVERNMENT  
GIVES AWAY WERE  
PILED... ONE ON  
TOP OF THE OTHER

## A Congressional Optical Illusion



ALTHOUGH IT APPEARS THESE CONGRESSMEN ARE IN SESSION...  
THEY ARE ACTUALLY **DEFENDANTS** IN AN **ABSCAM TRIAL**!

... WE WOULD HAVE  
**WELFARE LINES**  
IN OUTER SPACE!



## NANCY REAGAN

THE FIRST LADY,  
IS REALLY  
**NOT** THE FIRST!

- SHE'S RONNIE'S **SECOND** WIFE
- **EVE** WAS ACTUALLY THE **FIRST** LADY
- AS FOR BEING THE FIRST LADY OF THE **LAND**... SHE IS REALLY THE **39<sup>TH</sup>**!



IF THEY PUT ALL OF  
THE UNEMPLOYED IN  
**ONE SINGLE LINE**

... THE LAST PERSON ON LINE WOULDN'T COLLECT HIS  
UNEMPLOYMENT INSURANCE FOR **47 YEARS**! BY THAT  
TIME, HE'D BE **TOO OLD**... AND HE'D HAVE TO SWITCH  
TO THE **SOCIAL SECURITY LINE**!

Back in 1968 (MAD #116), we published some "Ads We Never Got To See" ... a collection of ill-fated

advertising campaigns that sounded good when they were first created, but upon reflection certainly

# MORE ADS WE N



Try the **ALL-NEW**

## Weight Watchers®

**DIET PROGRAM!**

*you have nothing to lose  
...and everything to gain!*



The **ALL-NEW**  
Space Age

## ZENITH®

HEARING  
AID

*it's something  
to shout about*



## LEARN TO DRIVE in ONE DAY

WITH

## FENWICK AUTO SCHOOL'S 8-HOUR CRASH COURSE IN DRIVING!



EST. 1932



didn't say what the advertisers intended to say. Well, it's taken sixteen years for the laughter to die down. And now that everyone's had a chance to catch his breath, we're ready to go again with...

# EVER GOT TO SEE

ARTIST: HARRY NORTH


WRITER: DICK DE BARTOLO



why not  
pick your  
own nose?

THE CRANSTON COSMETIC SURGERY CLINIC


**NEW  
TRAVEL  
SIZE**



**Pepto-  
Bismol**

TABLETS

*For people on the go!*



*Fly*

**EASTERN**

It's the American way!

# PREPARATION H

For temporary hemorrhoid relief,  
it leaves all the others behind!



# Brillo

SOAP PADS

We're always working to improve  
them and we've just started  
to scratch the surface!



# SUNSWEEET

## Prunes

IN THE MORNING WILL  
GET YOU GOING ALL DAY!

Let our  
cheerful  
drivers take  
you for a  
ride!



The  
Yellow Cab  
Co.

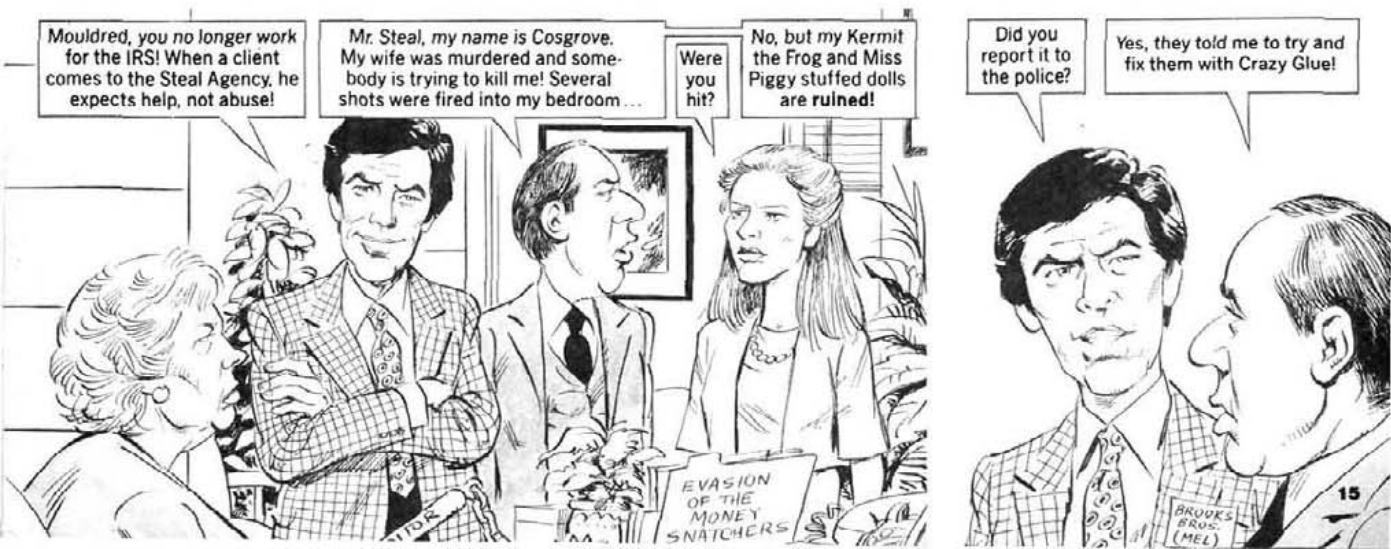


## THE SLEUTH HURTS DEPT.

We're used to what's "missing" on TV shows today, since invariably we're talking about *intelligence*, *taste*, and *humor*! (Yeah, we know, the same thing can be said about *Mad Magazine*!) But there's a show that's missing *something else*—mainly, the *main character*! Hoo hah! That's right! It seems that this gal thinks she'd make it better in the male-dominated world of private Eye-ism if she was a guy, so she invents one, but then some boob shows up and says he's him and... oh, *forget it!* If it's *that* important to you, you should see the show, or *better yet*, read *Mad's* version of...

# REMINGTON STEAL

WRITER: LOU SILVERSTONE ARTIST: ANGELO TORRES









Shall I call the **Bomb Squad?**

No need for that! I'll simply immerse the bomb in water, rendering it harmless!

Mr. Steal, I told the insurance company to send my wife's check here. I thought it would be safer. You just flushed 2 million dollars!

Wow, talk about your **royal flush!**



**Two million!** Chum, you didn't get a **piece** of the rock, you got the whole **bloody mountain!**

I know it's a lot, but there was a clause in the policy that paid **quadruple** if my wife was killed by having her head smashed with a bat!

Mr. Cosgrove, your cup doth runneth over...

Thath, not all thath runneth over, thtupid!



When I took this job, I thought I'd be flushing out **criminals, not toilets!** Boy, you'd think a classy outfit like this, with a suite of offices, a chauffeur driven limo and a boss who has a bigger wardrobe than Princess Di, could afford more than **one girl Friday!**



Perhaps we ought to check your car for any **explosive devices...**

You'd better let me handle this!

Miss Dolt, an automobile is a complex, sophisticated piece of machinery! What is needed here is a **deft, masculine touch!** Ah, how does one open the hood?

Pull this lever, macho man...



Aha, here is your **bomb...**

That's the **distributor!**



**This is the bugger!** Sound the **all clear!**

That's the **carburetor!**

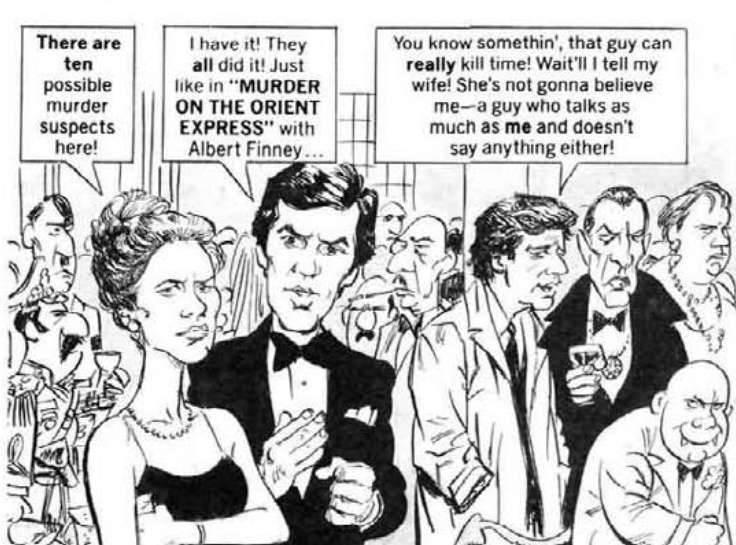
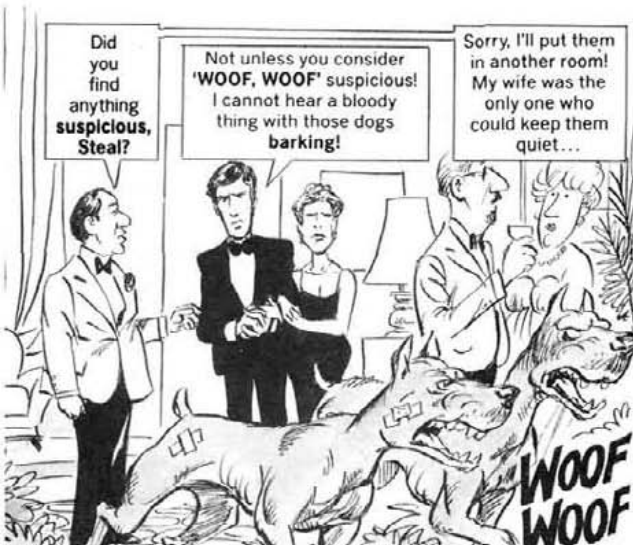


Mr. Cosgrove, I can definitely assure you that there are **no explosive devices** in your car! It's perfectly safe to drive!

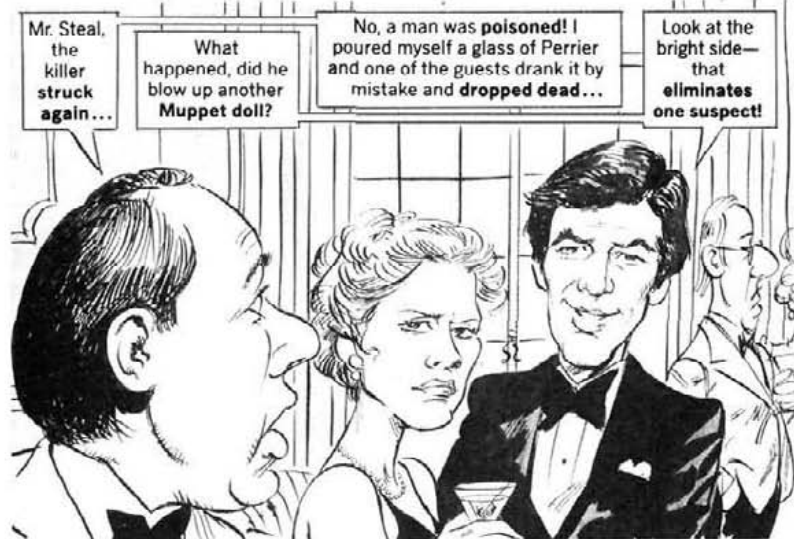
Well done, Mr. Steal! You're so **brave** risking your life to make sure there wasn't a bomb in the car...

A bomb would have done a lot **less damage!**









Mr. Steal, the killer struck again...

What happened, did he blow up another Muppet doll?

No, a man was **poisoned**! I poured myself a glass of Perrier and one of the guests drank it by mistake and **dropped dead**...

Look at the bright side—that **eliminates one suspect**!

Make that two suspects, Mr. Steal, there's been another **shocking murder**—he turned on the TV set and was **electrocuted**...

Perhaps he was simply **bored to death**! Have you seen any of the new shows this season?

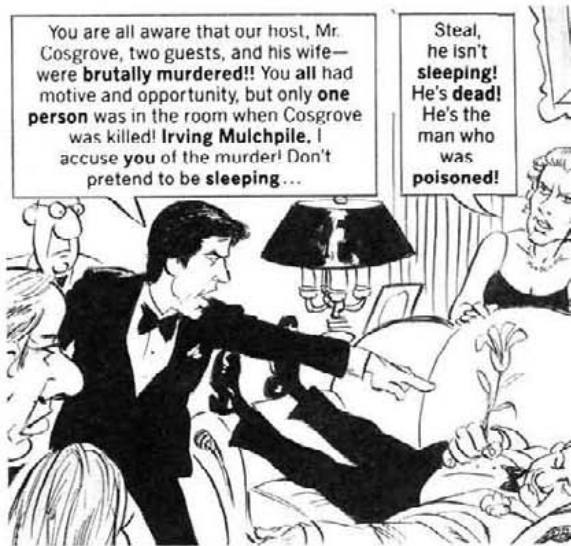


It's Mr. Cosgrove! He's been **murdered**!

I really hate losing clients, especially before they pay their bill!



Moldread, would you kindly bring the **surviving guests** in here?



You are all aware that our host, Mr. Cosgrove, two guests, and his wife—were **brutally murdered**!! You all had motive and opportunity, but only **one person** was in the room when Cosgrove was killed! **Irving Mulchpile**. I accuse **you** of the murder! Don't pretend to be **sleeping**...

Steal, he isn't **sleeping**! He's **dead**! He's the man who was **poisoned**!



Hmm... of course—I was just trying to catch the real killer **off guard**! My assistant, Miss Dolt will now take over...

Thanks alot! I have an idea! Moldread bring in the **dogs**...

Surely you don't think the **dogs** did it! How could an animal swing a bat or stab a man?

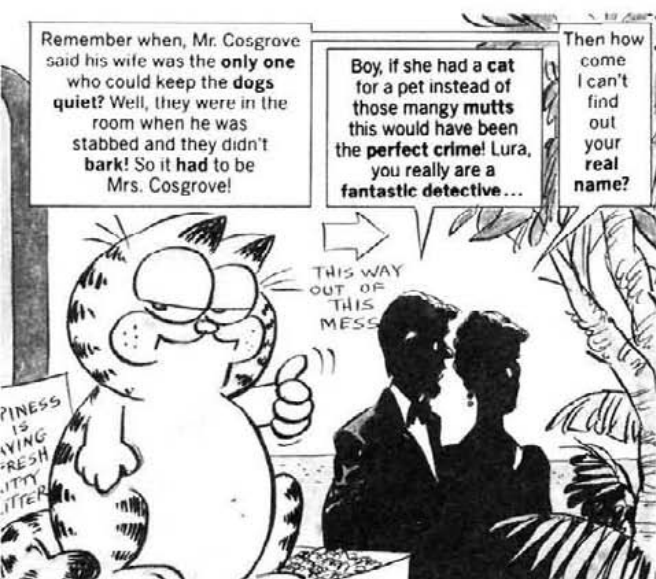
On **NBC anything** can happen!



Notice how the dogs ran right to the **maid**!

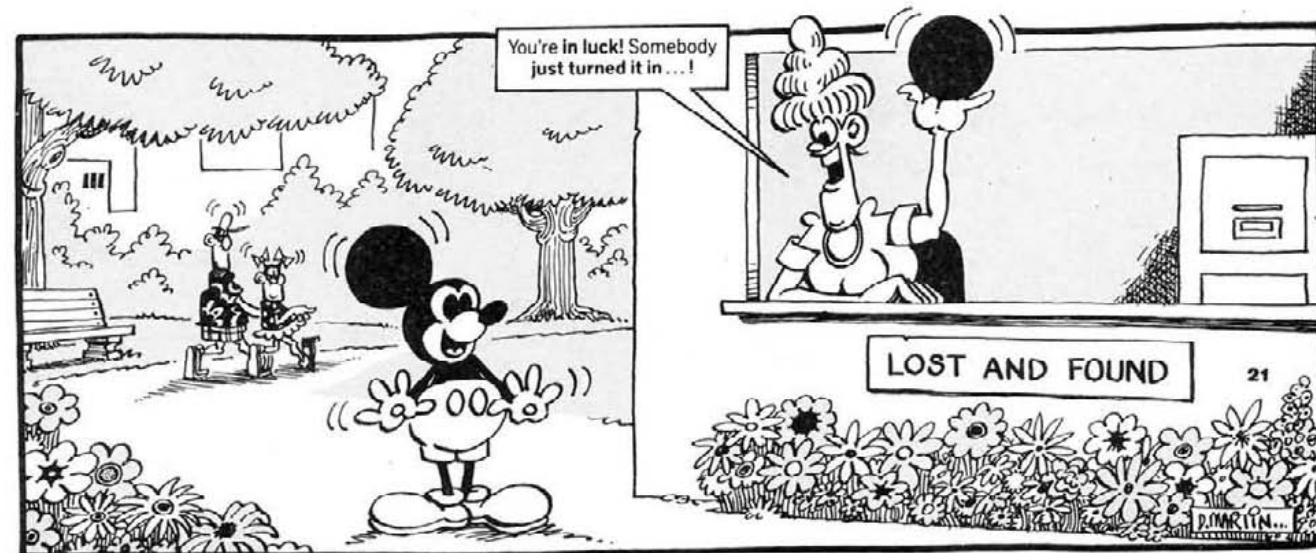
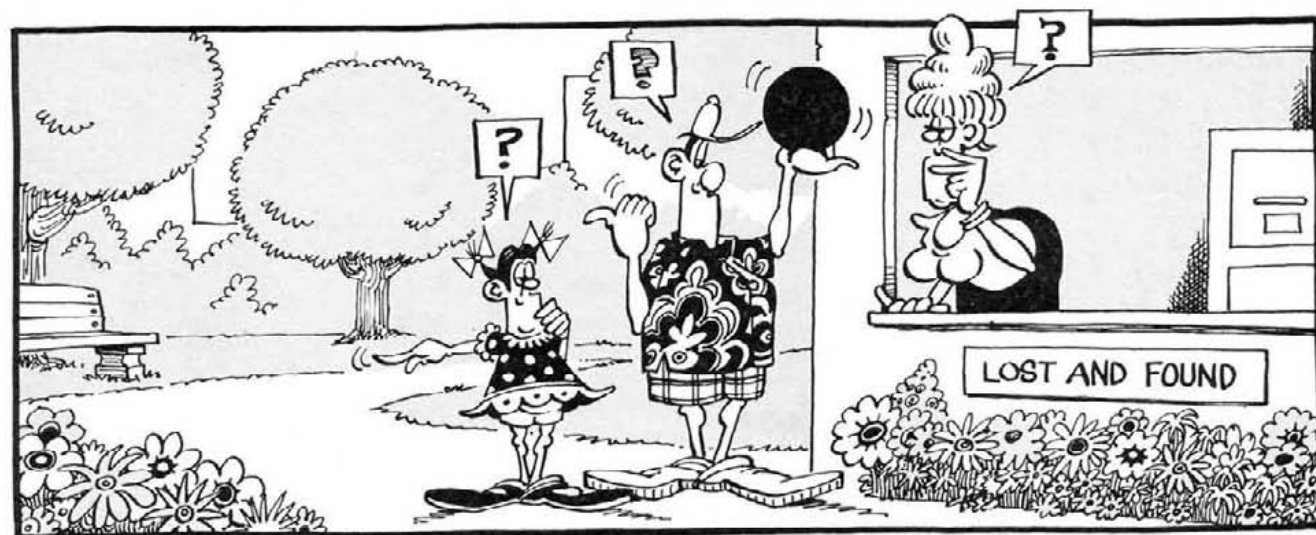
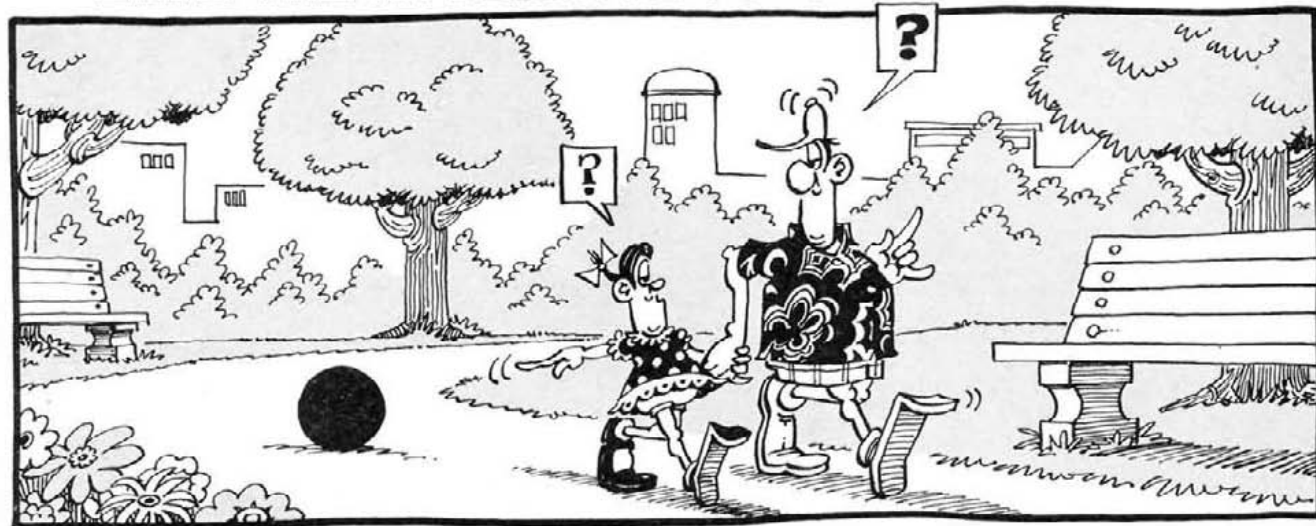
Ah, yes—perhaps it's because she bears a striking resemblance to **Lorne Green**!

So does Moldread, but they didn't go to her! They went to the **maid**! Why?





# LATE ONE AFTERNOON OUTSIDE OF ORLANDO



# MAD'S ALL-INCLUSIVE TV GUIDE

## FOR A DETECTIVE SHOW

10:00 PM (3) (1) (3) tracking down  
(2) hits (5)  
(4) smugglers, but his (6)  
a gang of  
infuriate

1

HARDCASTLE & McCORMICK  
MAGNUM, PI  
SIMON & SIMON  
REMINGTON STEELE  
MATT HOUSTON  
HART TO HART  
THE FALL GUY  
MANIMAL

## FOR A SOAP OPERA

4:00 P.M. (7) (1) (3)  
(2) threatens to expose (5)  
(4) unless (6)  
affair with  
stops trying to

1

GENERAL HOSPITAL  
DAYS OF OUR LIVES  
ANOTHER WORLD  
THE EDGE OF NIGHT  
SEARCH FOR TOMORROW  
ONE LIFE TO LIVE  
AS THE WORLD TURNS  
ALL MY CHILDREN

## FOR A MEDICAL SHOW

10:00 PM (5) (1) (3) and an  
(2) must fight (4) in order to keep a promise  
insensitive (5) with (6)  
to

1

TRAPPER JOHN, M.D.  
QUINCY  
TRAUMA CENTER  
ST. ELSEWHERE  
EMERGENCY  
M.A.S.H.  
AFTERMASH  
CUTTER TO HOUSTON



# WE DO-IT-YOURSELF LISTINGS

WRITER: MIKE SNIDER

2

McCormick  
Magnum  
A.J.  
Jonathan  
Houston  
Steele  
Colt  
Jonathan

3

the streets  
the high seas  
the jet-set circuit  
the booze  
rock bottom  
a Chinese disco  
an uncooperative psychic  
below the belt

4

drug  
weapons  
diamond  
gold  
inept  
inscrutable  
Orthodox  
oreo cookie

5

unconventional methods  
illegal searches  
reckless escapades  
endless speeches  
loud pants  
low ratings  
ill-fitting toupees  
spiked handcuffs

6

the police  
the A.C.L.U.  
his mother  
viewers  
the entire civilized world  
the network brass  
Howard Cosell  
the criminals

2

Ed  
Mary  
Janice  
Mrs. Whitney  
Travis  
Dorian  
Barbara  
Leora

3

Nola's  
Alex's  
Rachel's  
Nancy's  
Miss Piggy's  
the make-up man's  
Cinderella's  
Flipper's

4

Jason  
Sister Marie  
Mitch  
The producer  
Mister Rogers  
The hairdresser  
Sneezy, Dopey and Doc  
Orca, the killer whale

5

Kathleen  
Jarvis  
Mac  
Mike  
Ronald Reagan  
"the Man"  
Linda Lavin  
the network

6

blackmail Mona  
frame Richard Nixon  
besmirch her reputation  
ad-lib his lines  
act like a 'B'-movie player  
'mess wit' my mind'  
sing  
foist this trash on the public

2

Trapper  
Quincy  
Michael  
Fiscus  
Johnny and Roy  
Hawkeye  
Klinger  
Beth

3

red tape  
the clock  
superstition  
ignorance  
a giant squid  
nausea  
Muhammed Ali  
the weather

4

administrator  
judge  
social worker  
parish priest  
marine biologist  
stomach  
Leon Spinks  
traffic cop

5

a Vietnam Vet  
a coal miner's widow  
a Christian Scientist  
an altar boy  
an injured diver  
an old peasant  
an old school chum  
3 chorus girls

6

leukemia  
six children  
hepatitis  
herpes  
no time to spare  
trenchmouth  
six months to live  
the "hots"

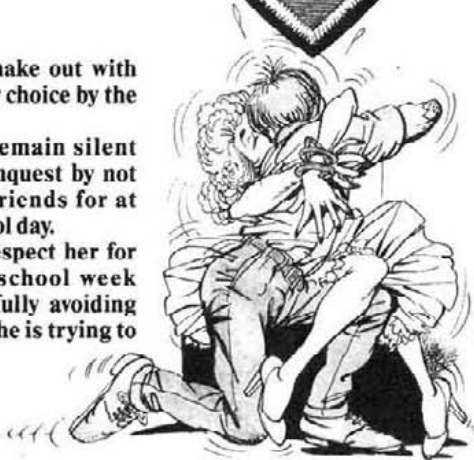
For over seventy years, The Boy Scouts have awarded Merit Badges for accomplishments in various activities. Whoopie! But seventy years is a *long time*. How about *updating* some of the old badges to bring them into line with the *experiences* of The American Boy of the '80's? What do we mean by that? Well, stop being so argumentative and take a look at Mad's suggestions for...

MODER

## SCORING MERIT BADGE

REPLACES:  
NATURE STUDY  
MERIT BADGE

1. You must make out with the girl of your choice by the third date.
2. You must remain silent about your conquest by not telling your friends for at least one school day.
3. You must respect her for at least one school week while successfully avoiding the *guilt trip* she is trying to lay on you.



## DIVORCE SURVIVAL MERIT BADGE

REPLACES:  
GENEOLOGY  
MERIT BADGE

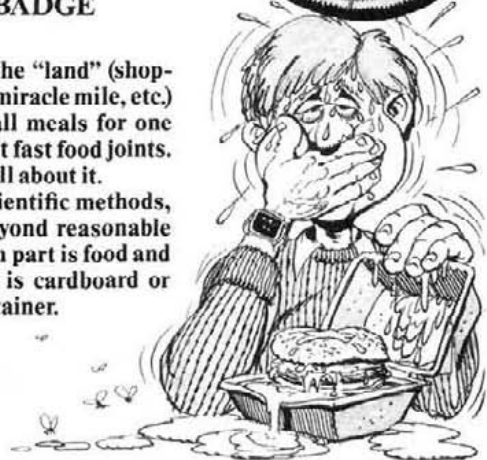
1. Do not tell your father which one of your mother's "friends" is sleeping over, even if it is one of *his* friends.
2. Agree with your father that the silly, young lady he is dating is "real swell, and a lot of fun."
3. Convince your *father* that you look forward to visitation day; convince your mother you look forward to coming home when visitation day is over.



## SURBURBAN SURVIVAL MERIT BADGE

REPLACES:  
WILDERNESS  
SURVIVAL  
MERIT BADGE

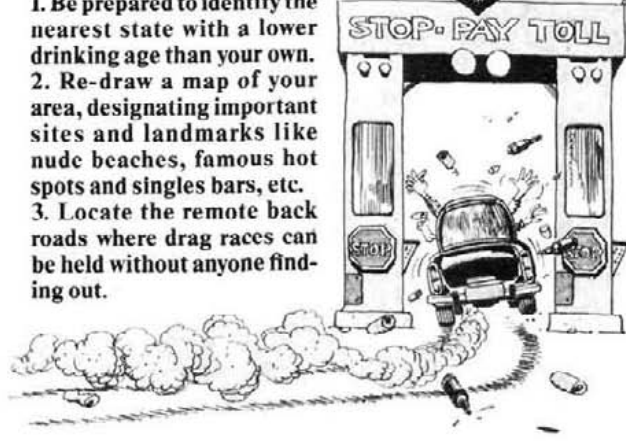
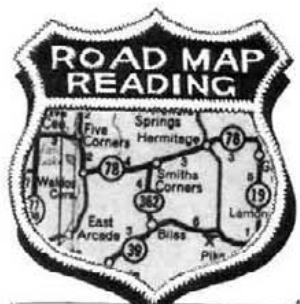
1. Live off the "land" (shopping mall, miracle mile, etc.) by eating all meals for one whole day at fast food joints.
2. Live to tell about it.
3. Using scientific methods, identify beyond reasonable doubt which part is food and which part is cardboard or plastic container.



## ROAD MAP READING MERIT BADGE

REPLACES:  
ORIENTEERING  
MERIT BADGE

1. Be prepared to identify the nearest state with a lower drinking age than your own.
2. Re-draw a map of your area, designating important sites and landmarks like nude beaches, famous hot spots and singles bars, etc.
3. Locate the remote back roads where drag races can be held without anyone finding out.





# N MERIT BADGES



ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART

## MEDICINAL PLANT GARDENING MERIT BADGE

REPLACES:

BOTANY  
MERIT BADGE

1. Grow the variety of "medicinal" plant your patrol leader suggests.
2. Engage your patrol to help you separate the seeds and stems from the leaves of the full grown plant.
3. Organize a sales drive to unload the produce, saving at least half the funds you collect for emergency bail.



## HEARING MERIT BADGE

REPLACES:

MUSIC  
MERIT BADGE

1. Use a boom box weighing up to but not exceeding 150 lbs. without suffering permanent hearing or brain damage.
2. Entertain people within a two mile radius with "your kind of music."
3. Master lip-reading or sign language so that you can communicate with others.



## APRE SKI MERIT BADGE

REPLACES:

SKIING  
MERIT BADGE

1. Engage a pretty girl in a conversation about skiing without letting on that you've never been on the slopes in your life.
2. Help a pretty person get out of her wet ski clothes while preventing her from putting on dry clothes.
3. Avoid getting herpes for two consecutive skiing seasons.

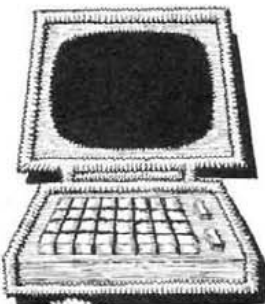


## ELECTRONICS MERIT BADGE

REPLACES:

SPORTS  
MERIT BADGE

1. Resist the temptation to program the family computer so that it prints out dirty words and dopey jokes.
2. Demonstrate your computer and your skills to a friend without screwing up and looking like a complete jerk.
3. Break the code for your school's computerized record data bank so you can make a few bucks selling your friends the information.



## SCHOOL STUFF MERIT BADGE

REPLACES:  
SCHOLARSHIP  
MERIT BADGE

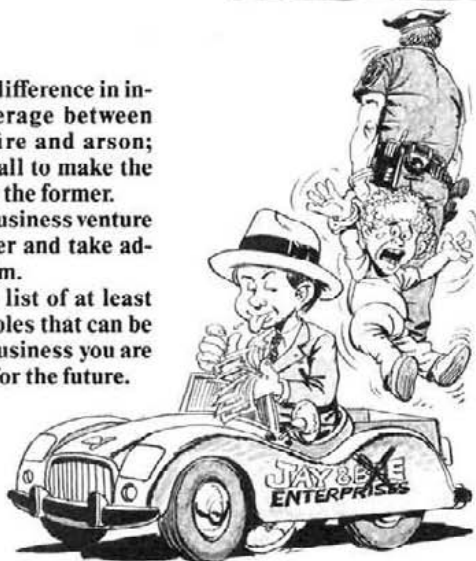
1. Become proficient enough to be able to read a book without the help of pictures.
2. Be able to identify which part of a sentence is the subject and which part is the predicate in a maximum of three attempts.
3. Learn and be able to recite the name of a city that is a state capital; or any city in a state that has a capital; or the name of any state; or a name that sound like the name of a state.



## FREE ENTERPRISE MERIT BADGE

REPLACES:  
AMERICAN  
BUSINESS  
MERIT  
BADGE

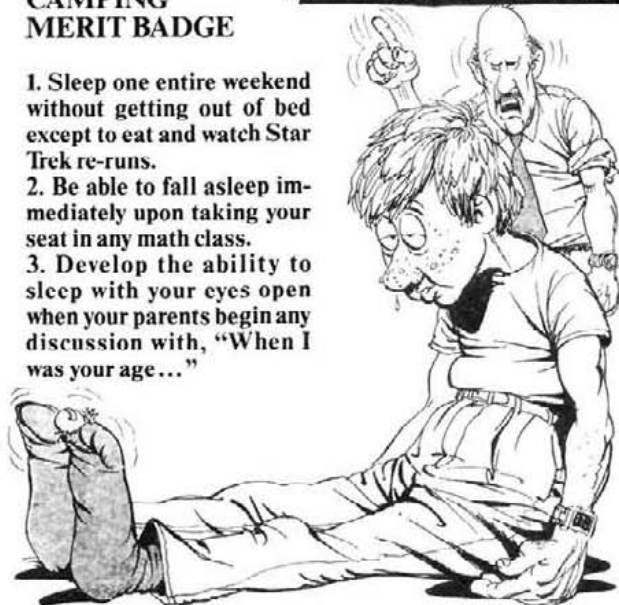
1. Learn the difference in insurance coverage between accidental fire and arson; and who to call to make the latter appear the former.
2. Go into a business venture with a partner and take advantage of him.
3. Compile a list of at least 25 tax loopholes that can be used in the business you are considering for the future.



## SLEEPING MERIT BADGE

REPLACES:  
CAMPING  
MERIT BADGE

1. Sleep one entire weekend without getting out of bed except to eat and watch Star Trek re-runs.
2. Be able to fall asleep immediately upon taking your seat in any math class.
3. Develop the ability to sleep with your eyes open when your parents begin any discussion with, "When I was your age..."



## GROOMING MERIT BADGE

REPLACES:  
PERSONAL  
APPEARANCE  
MERIT BADGE

1. Learn what a "suit" is.
2. Learn what a "shoe shine" is.
3. Own and wear one article of clothing that isn't wrinkled.



Hey, gang! After ten years, it's time once again for MAD's nutty "Cliché Monster" game! Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie gothic setting so you create a new type monster, and you're playing at

# HORRIFYING CLICHES

ARTIST: PAUL COKER

WRITER: FRANK JACOBS



**Driving A HARD BARGAIN**



**Hanging On To The BITTER END**



**Ducking An ISSUE**



**Weighing The ALTERNATIVES**





**Going Out With A BANG**



**Coming To A SCREECHING HALT**



**Losing One's VIRTUE**



**Bottling Up One's EMOTIONS**



**Throwing A TANTRUM**



**Opening An OLD WOUND**



**Honoring A COMMITMENT**



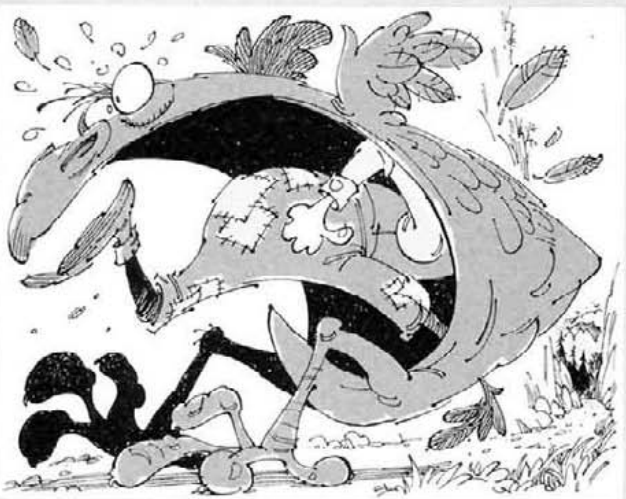
**Getting A SECOND OPINION**



**Hammering Out A COMPROMISE**



**Returning A FAVOR**



**Running Into A SNAG**



**Shattering A RECORD**

## ANXIOUS MOTHERS



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## SUPERSTITIONS





## TEENAGE PHASES



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## THE POST OFFICE



# INCOME TAXES



# RELATIVES



# SENIOR CITIZENS



# EDUCATION



## RECIPES



## THE MOVIES

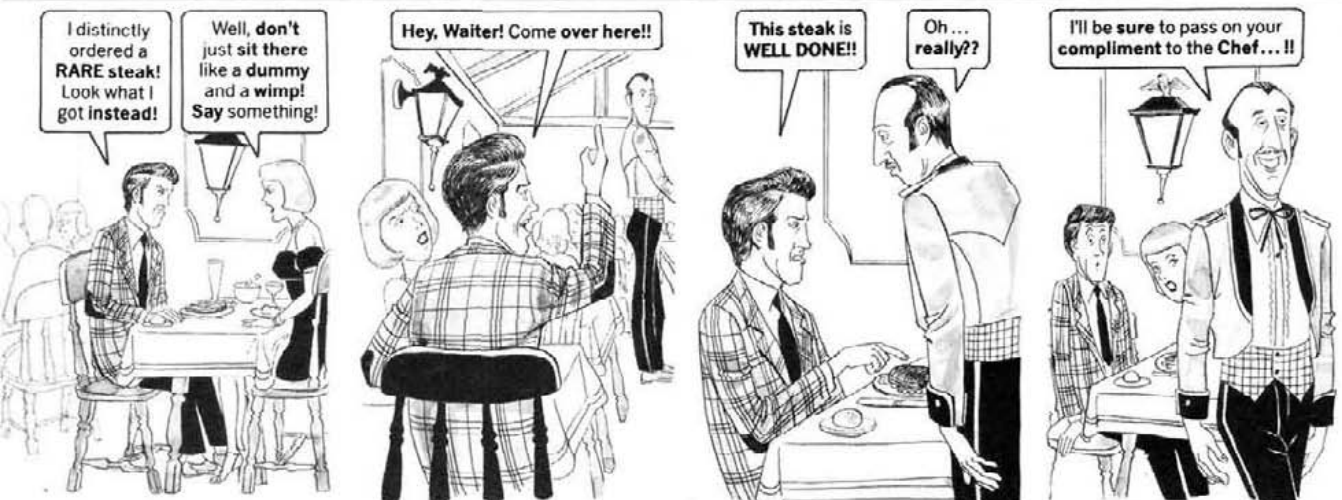


## FIGHTING

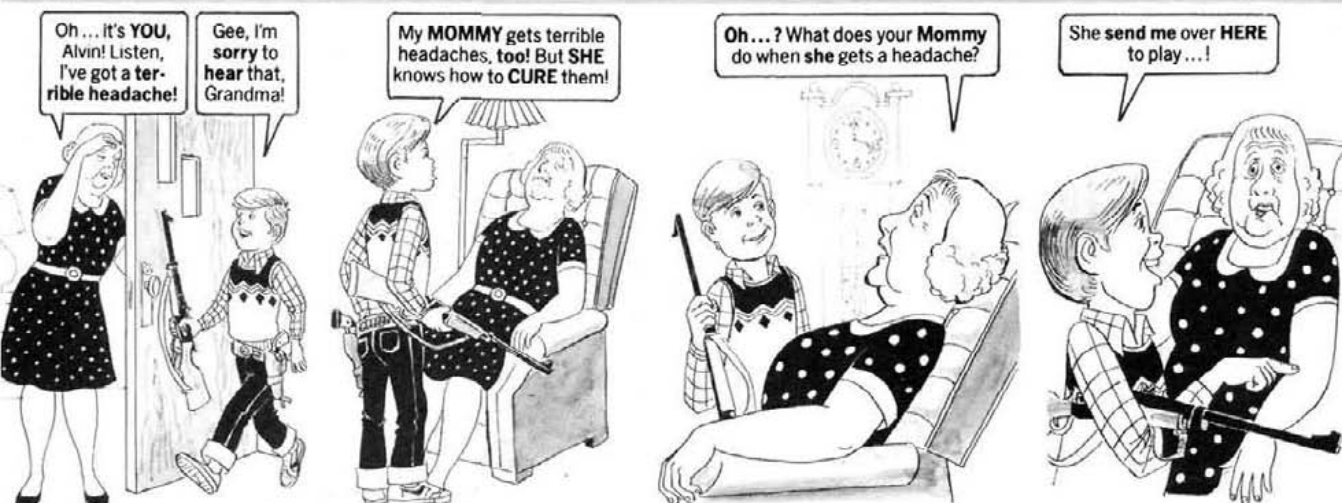




## EATING OUT

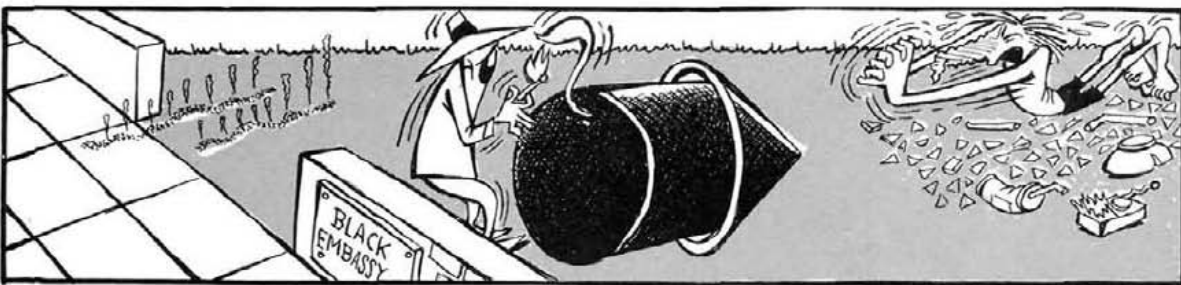
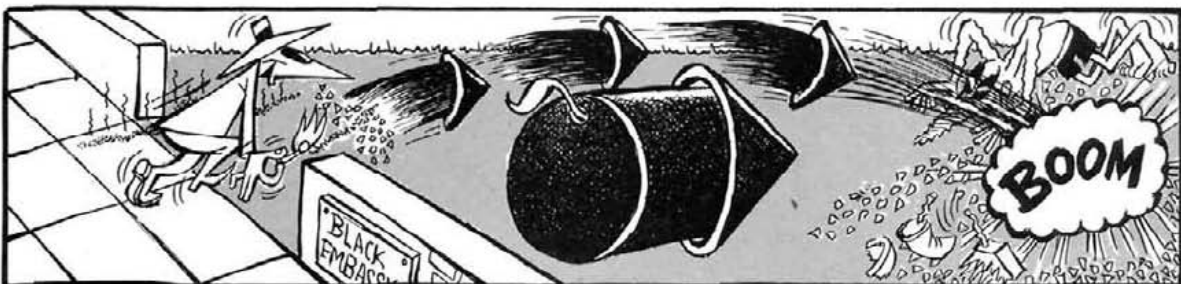
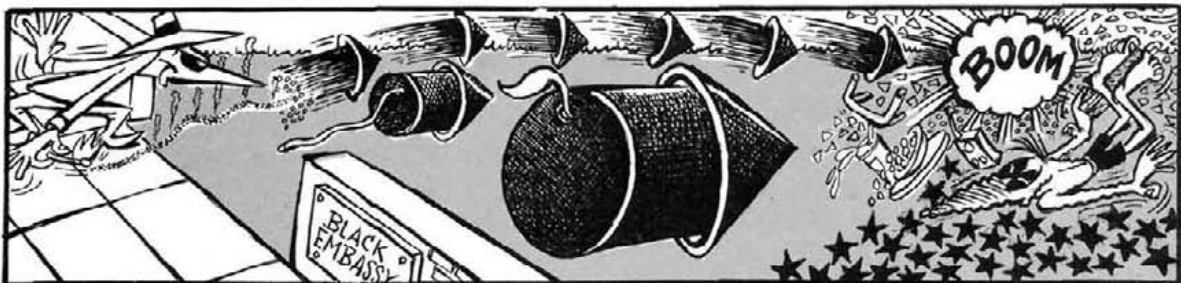
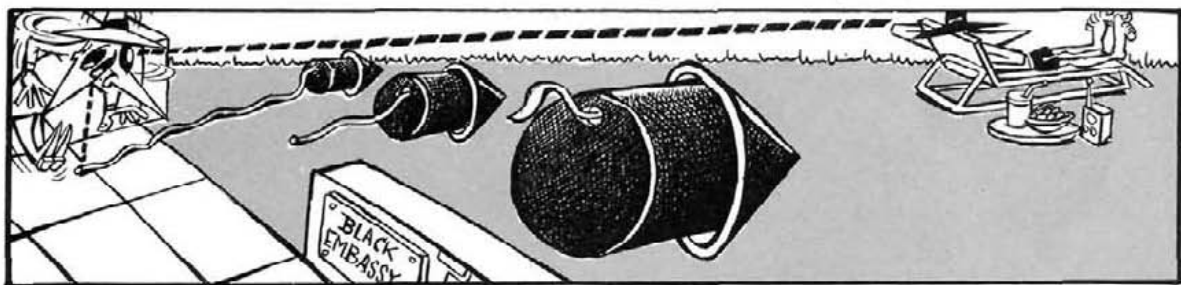


## HOME REMEDIES



## MOVING OUT





## RED-HOT PEPPER-FLAVORED TONGUE DEPRESSORS



No need to describe the hysterical reaction when you use one of these on your patients!

## PORNOGRAPHIC INK BLOTS



Dirty pictures cleverly hidden in Rorschach cards! Ask them what they see... and they'll be too ashamed to tell you! Lots of laughs!!

## ITCHING PLASTER CASTS



Mix our "Itching Powder" into the plaster before applying any type cast! Drives 'em crazy!

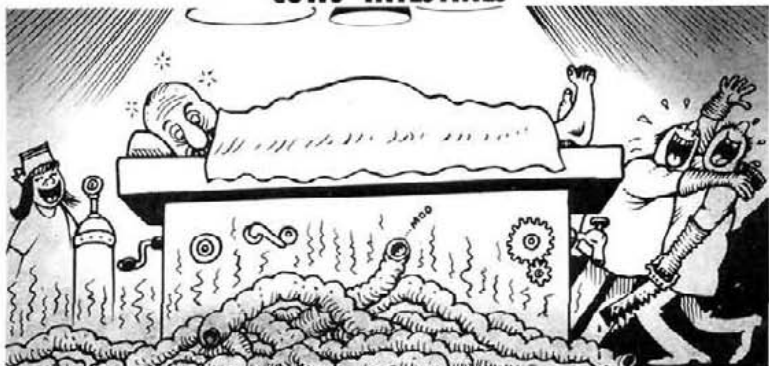
## TRYING YOUR PATIENTS DEPT.

Attention, all you Doctors out there! It's time you exploded once and for all the myth that Doctors are serious people, intent on healing the sick, with no

# MAD'S PRACTICE CATALOGUE

ARTIST: AL JAFFEE

## COWS' INTESTINES



Leave these lying around Post-Op, and watch their faces when they come to!

## FUNNY INSTRUMENT BAG



Contains 8" needles, rusty saws, bent pliers. One look and they pass out!

## BLURRY EYE CHARTS



Watch them squint, strain and rub their eyes while you howl with laughter!



time for foolishness and no sense of humor. (By the way, what are you doing, reading MAD?!) You can accomplish this impossible task by using the items in

# CRITICAL JOKE FOR DOCTORS

WRITER: BEPPE SABATINI

## MANGLED I.D. BRACELETS



Slip one of these into a patient's plate of hash before the Orderly takes in his tray of hospital food. Yeow! Perfect for your stubborn overweights!

## "PLEASE DISROBE" SIGNS



A scream! Put them in your waiting room, your hallway, your lobby—everywhere! Then, switch 'em all on! Your office'll look like a Nudist Colony!

## RUBBER NOSES



Slip one of these onto your nose job patient before she comes out of the anesthetic! When she does, she'll take one look and go through the roof!

## FAKE PRESCRIPTIONS



Each one has pre-printed swear words in Latin! Watch 'em get punched out by their Pharmacist!

## ADULT-PROOF PILL BOTTLES



Watch as they struggle for hours because these special bottles cannot be opened! Perfect for hypochondriac (and other complaining) patients!

## DRIBBLING SPECIMEN BOTTLES



Wait'll they try carrying these into your Lab!

## TO BEEP...OR NOT TO BEEP DEPT.

Aren't you sick and tired of making phone-calls and getting a recorded message from a machine? Aren't you really curious as to what kind of recorded messages

# TELEPHONE ANSWERING FOR SOME FAMOUS

WRITER

This is **RIP VAN WINKLE!** I'm not in right now, but if you've got time to wait—like **20 years** or so—just leave your name and the **year** you called, and I'll get back to you!

This is **COUNT DRACULA!** I'm not in my coffin right now, but **what** do you expect from a fly-by-night operation? If you'd like to hear from me, just state your name, address and **blood-type** at the sound of the shriek...

This is **DR. JEKYLL!** I'm not taking any calls right now... because I **never** know when I'm going to have one of my spells! So I've left this message on my machine... which I really want to **smash into little pieces and destroy!** Kindly leave your name at the sound of the beep, and I'll... **stab, bludgeon, mangle and murder—and run screaming through the streets with the blood of my victims dripping...**

Hi! This is the **INVISIBLE MAN!** I'm not at home right now... but even if I were here, **who** would really know?!

This is **SHERLOCK HOLMES!** I prefer not to take your call at this time! However, at the sound of the beep, you may leave your name! From this brief utterance, I shall be able to determine your sex, age, birthplace, education, station in life, profession and what manner of foul play now compels you to seek my services. The rest, dear caller, is **elementary!**

This is **MISS PIGGY**, the Divine Swine, and I know how disappointed you are to hear only my **recorded voice** and not the **real moi** in person! At the sound of the beep, leave your name, your number, and your **honest opinion** as to why **Bo Derek** is eating her poor heart out, and...



literary characters might have had if they'd owned phones? Aren't you fed up with ridiculous MAD premises like this one? Well, tough! Because here are...

# G MACHINE MESSAGES LITERARY CHARACTERS

FRANK JACOBS



This is **DARTH VADER**! I'm sorry, but I am not in the galaxy right now! At the sound of the metallic wheeze...

This is the **FROG PRINCE**! I'm not in right now, but if you really want to communicate with a spotted green creature that's icky to touch and catches flies with his tongue, leave your name and your phone number at the sound of the "ribbit-ribbit"...

This is **QUASIMODO**! I had a hunch you might call while I was out, so I've...

This is the **TIN MAN**! It may seem heartless, but your call is being answered by a machine! I'll get back to you just as soon as I finish helping this weird little girl get to Emerald City, wherever that is...

Ungawah! This is **TARZAN**! I'm not in my treehouse right now, so leave your name and number at the sound of the **AAAIYAHEEYAHEE...**

This is **ROBINSON CRUSOE**! You're getting this recorded message because my man Friday didn't show up at the hut today to take my calls while I'm out! Not that it really matters... since I haven't had a call in 31 years! Still, when you hear the sound of the beep—

This is **DON CORLEONE**! I'm not taking calls right now, but if this is the **Capo** from the Tortini Family, we're calling off the Mob War till after Holy Week! And if this is **Fat Louie** from the Collazo Family, you can find your brother in the trunk of a 1977 Dodge parked on 83rd Street! And if this is **Angelo's Pizzas**, send up six plain, two with anchovies, four with mushrooms and five with everything! Anybody else, leave your name and number at the sound of the blast...



FOR ALL YOU PET LOVERS WHOSE BOA CONSTRICTORS HAVE GROWN TO UNMA

# OTHER USES FOR PET

WRITER AND ARTIST:



MAITRE 'D'S ROPE BOA



BAR RAIL BOA



SPEED BUMP BOA



FLUE CLEANER BOA



BURGLAR-PROOF BOLT BOA

GEABLE SIZES, BUT HAVEN'T THE HEART TO GET RID OF THEM, WE BRING YOU...

# BOA CONSTRICTORS

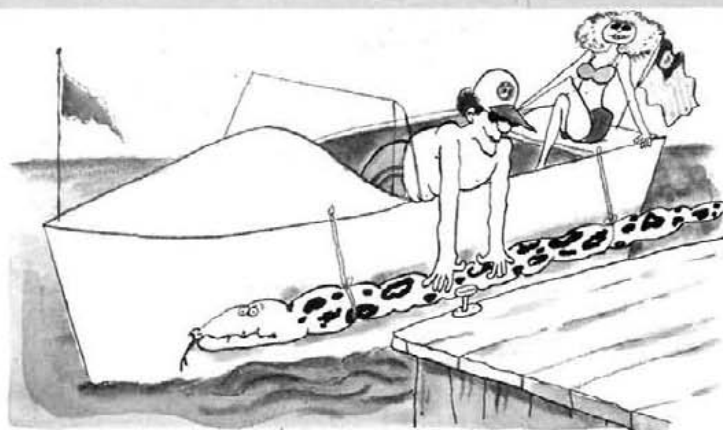
PAUL PETER PORGES



**NAUTILUS EXERCISER BOA**



**INDUSTRIAL-SIZED PIZZA ROLLER BOA**



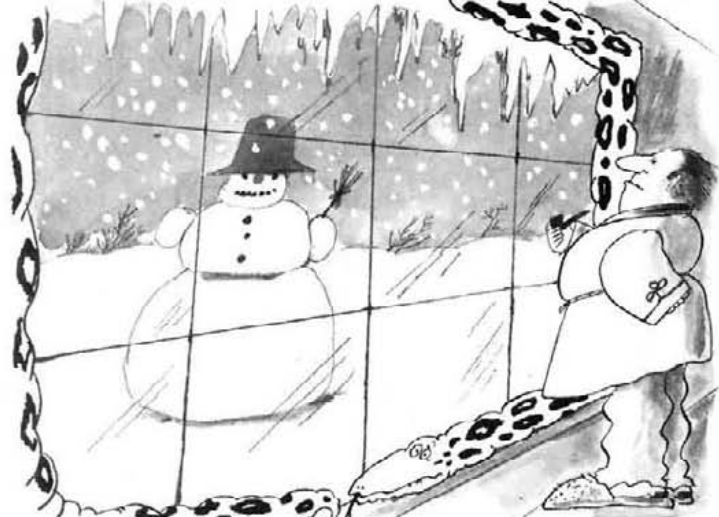
**DOCKING BUMPER BOA**



**UMBRELLA STAND BOA**



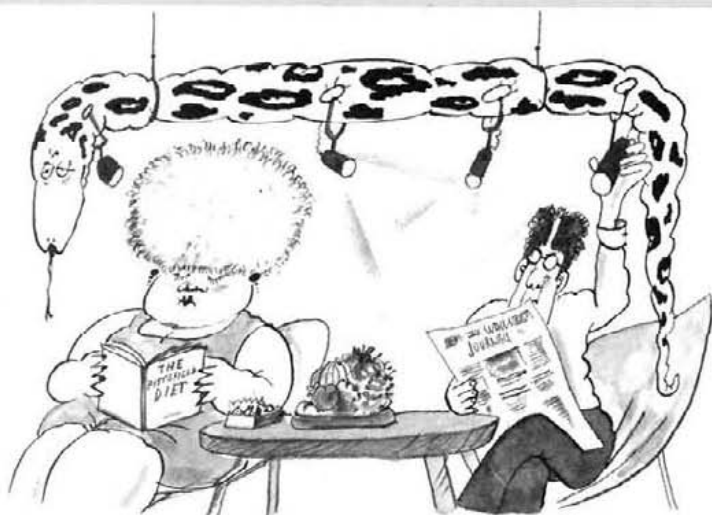
**LIGHT BULB REMOVER BOA**



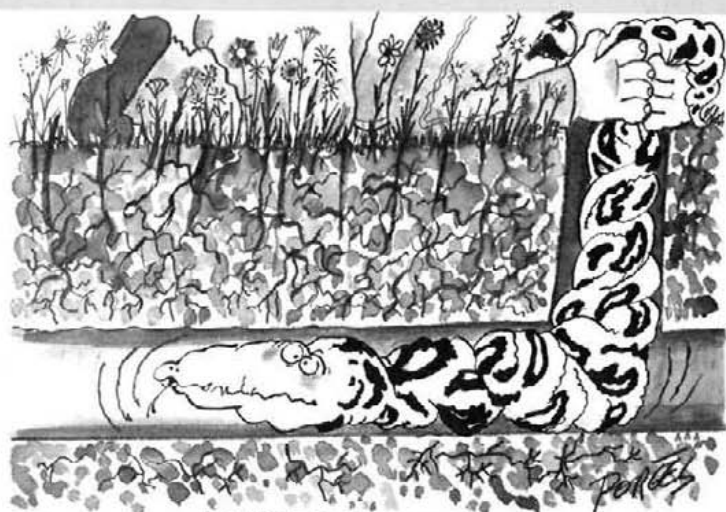
**WEATHER STRIP BOA**



**VANITY POUF BOA**



**TRACK LIGHTING RAIL BOA**



**ROTO-ROOTER BOA**



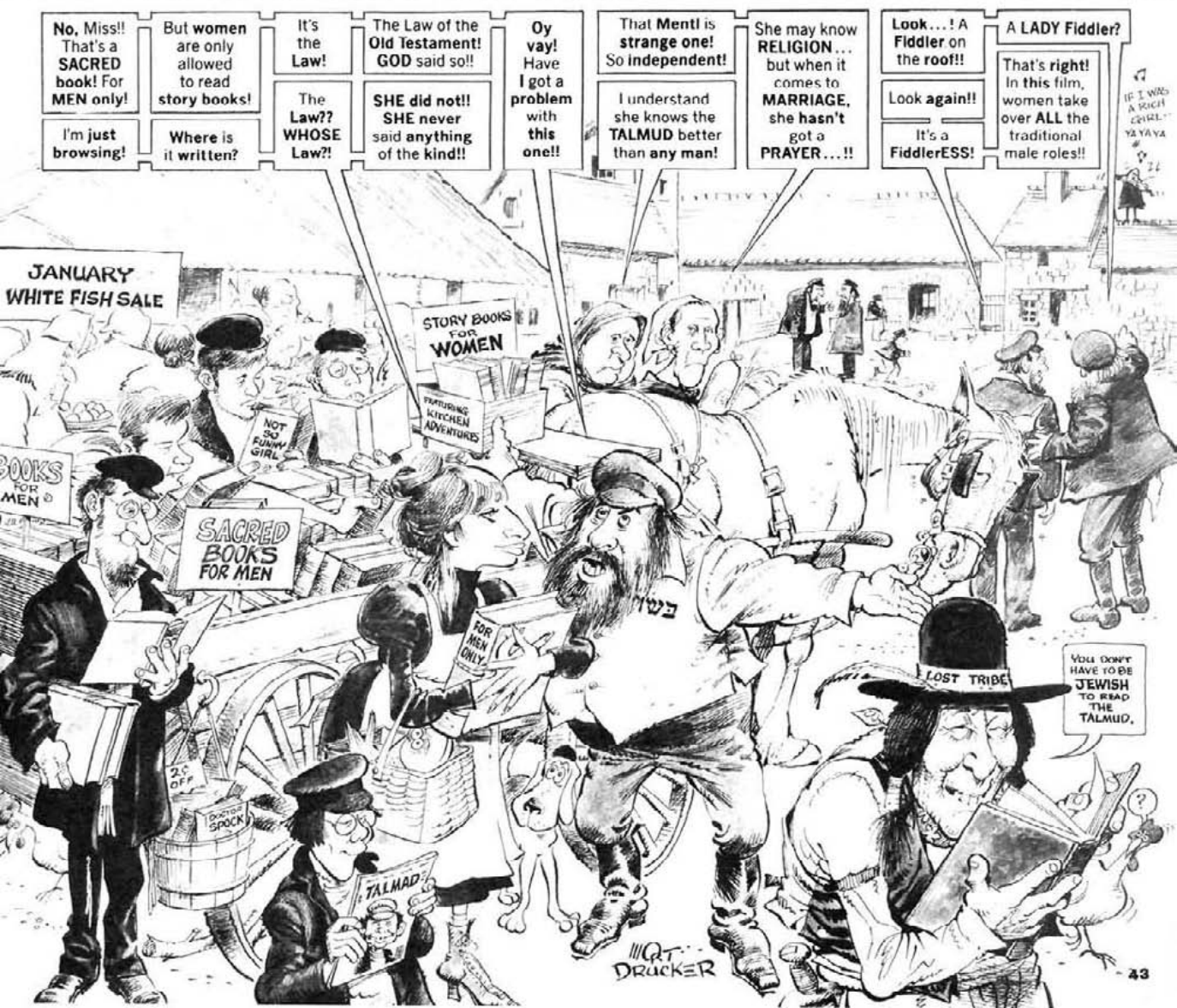
**FIREMAN'S POLE BOA**

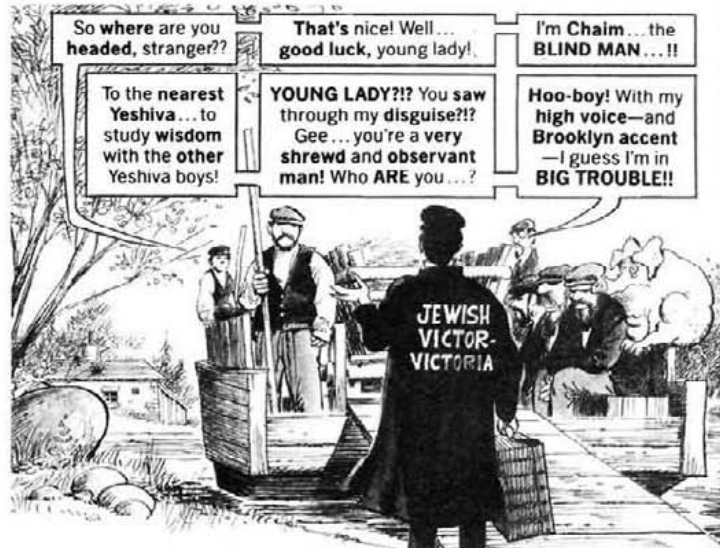


Once upon a time, there lived a nice Jewish girl from Brooklyn who could sing really terrific. One day, she read a story about another nice Jewish girl from Eastern Europe who dressed up like a man to study the Talmud. And the nice Jewish girl from Brooklyn immediately decided that this story would make a fantastic movie which she could produce, direct, write, sing and star in. What she ended up with was "Tootsie On The Roof." Because any girl who thinks she can be "convincing" as a man just by cutting her hair short and strapping her breasts to her chest has got to be a bit—

# MENTL

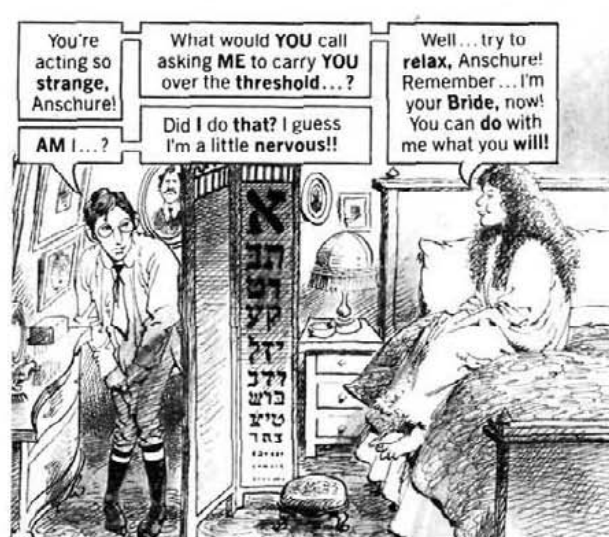
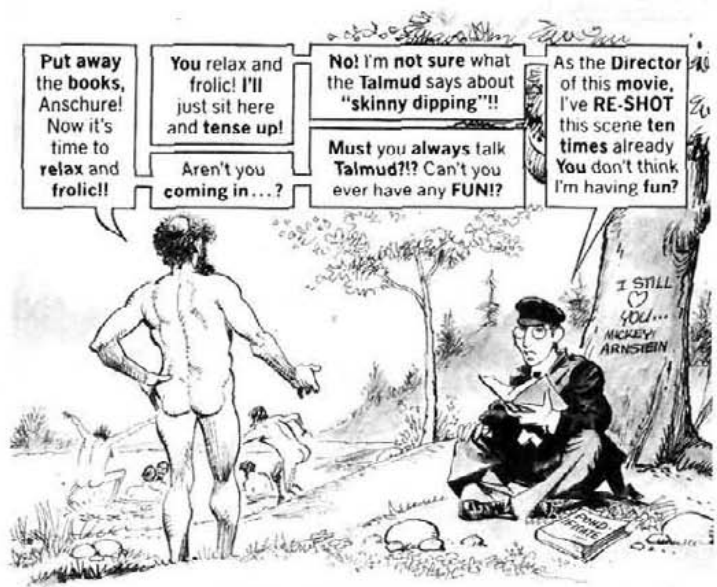
**WRITER: ARNIE KOGEN**





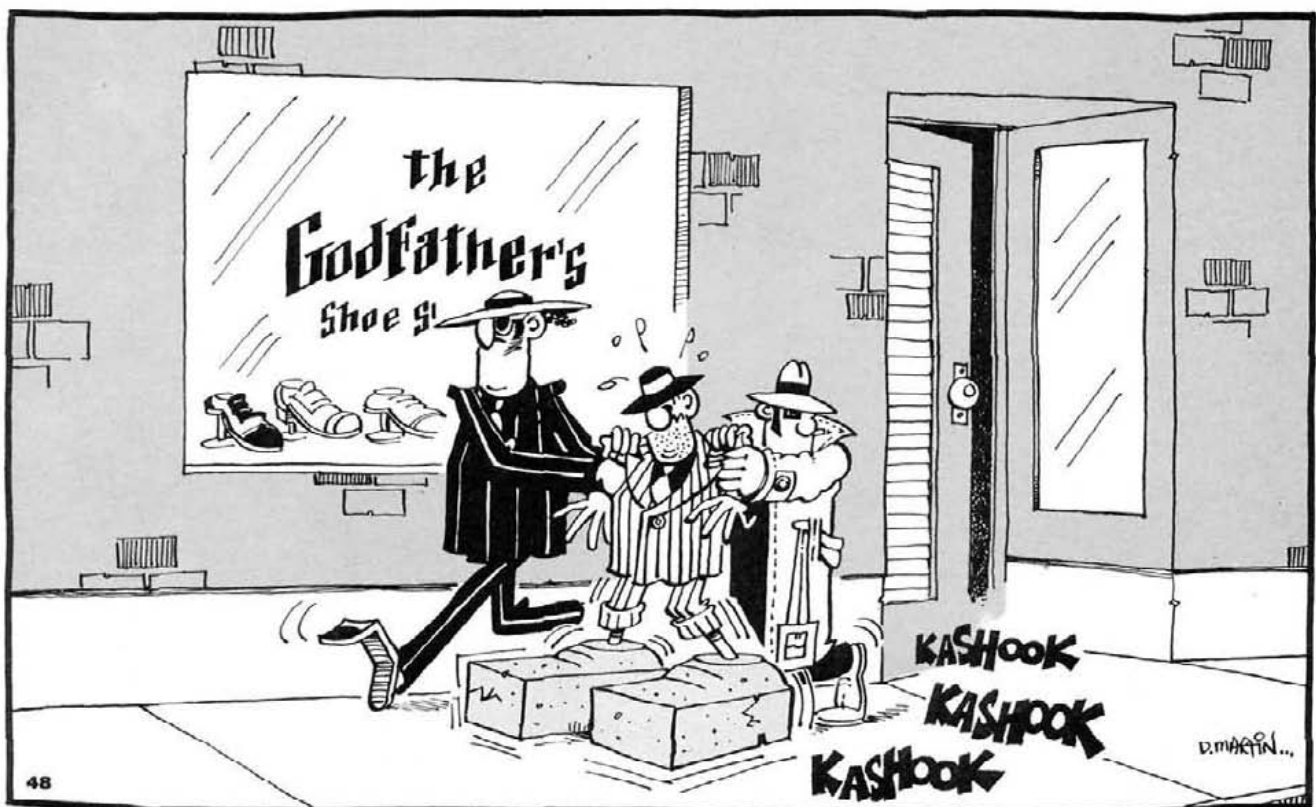








# ONE FINE EVENING ON A BROOKLYN STREET





**WHAT HAS  
REPLACED THE  
BALD EAGLE  
AS AMERICA'S  
SYMBOL ALL  
OVER THE  
WORLD?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

When peoples of other countries think of America's national symbol, they no longer picture the Bald Eagle! To find out what they *DO* think of, fold in page as shown.

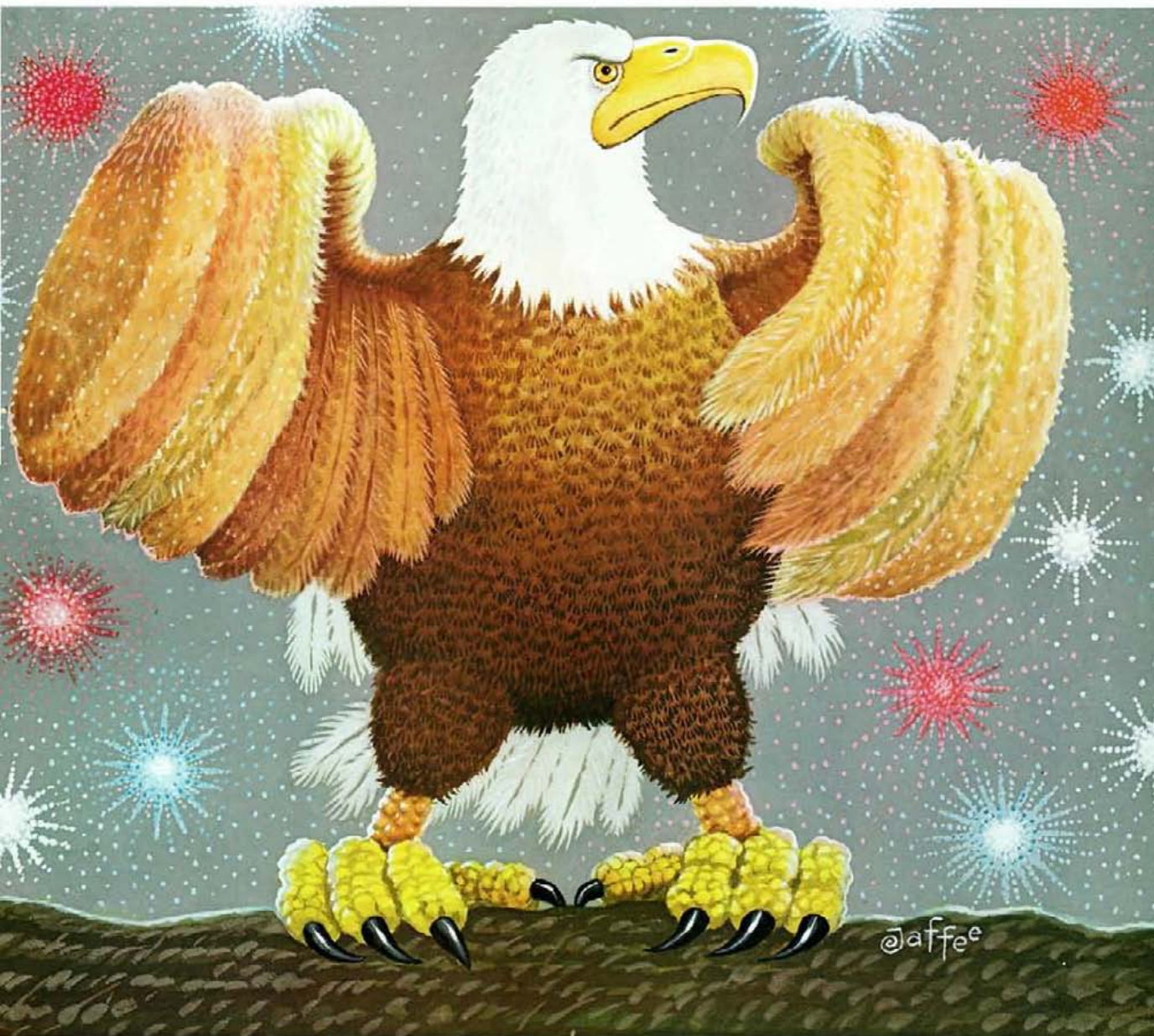


FOLD PAGE OVER LIKE THIS!

**A)**

FOLD THIS SECTION OVER LEFT

**B)** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

THE BALD EAGLE'S ALWAYS BEEN THE NATIONAL  
BIRD OF THE U.S.A. BUT THE FEELING AMONG  
MANY FOREIGNERS IS THAT NOW THIS SYMBOLIC  
ROLE BELONGS TO ANOTHER FAMOUS THING.

**A)**

**B)**



